



Costa Mesa Conference & Visitor Bureau Annual Board Meeting Minutes March 14, 2013 noon at Crowne Plaza Costa Mesa

Attendees: Sue Cooke (Treasurer and GM of Residence Inn by Marriott), Susan O'Brien Moore (VP and GM of Ayres Hotel and Suites), Mike Hall (Chairman of the Board and GM of Westin), Rob Gauthier (GM of Hilton), Dan Joyce (12:25 arrival, Public Affairs Manager for City of Costa Mesa), Werner Escher (Executive Director of Domestic and International Markets), Charles Haber (GM of Crowne Plaza), Stephanie Escamilla (GM Holiday Inn Express), Paulette Lombardi-Fries (President, CVB), Kim Glen (Marketing Manager, CVB), Lisa Janulewicz (Operation's Manager, CVB), and Nathan Wheadon (Marketing Coordinator, CVB). Sales leaders were not invited to this annual board meeting.

Absent: Naj Ekhals (GM of Best Western Plus), Kandee Anderson (GM of Marriott) Peter Papagelis (GM of Mastro's Steakhouse), Paul Sanford (GM Avenue of the Arts, Wyndham), Gary Monahan (Councilmember, city of Costa Mesa), Terry Dwyer (President, Segerstrom Center for the Art) and open position at the Ramada as they are in the process of hiring.

Public Comment-no comments or guests for this meeting were noted

Self Introductions-newest member is Stephanie Escamilla the new GM of the Holiday Inn Express, Costa Mesa. Motion to approve Stephanie as newest Board member made by Sue, seconded by Dan with no one opposing.

Brit Week-Werner

Werner shared Brit Week is May 4th in Orange County. Brit Week is held in various parts of the country such as San Francisco, Miami and Los Angeles. He would like to see Costa Mesa get involved, as he believes this would be great exposure for our city as well as having visitors from the LA and San Diego markets join in. As part of the festivities, Shaun Robinson is working on getting Billy Butler who is the first DJ who promoted the Beatles and possibly Paul McCarthy's stepsister to participate. He envisions a catered gala, interviews with the special guests and would like to see the hotels and restaurants get involved and offer something special for this event. The Westin South Coast Plaza will be putting up Billy Butler for a portion of his stay. He would like to ask the Bureau to consider becoming a sponsor for \$30,000. A motion was not made at this time.

Presentations-Myriad Marketing and Intact Solutions

Al Mershen, Managing Partner and Jenna Markowick, Account Executive, Myriad Marketing Presentation-See enclosed presentation.

Roger Pakalapatty, Intact Solutions Presentation, Director (SEO and Technical Services)-See enclosed presentation.

Recap of Presentations made by Dan Joyce and John Forsythe-Paulette

Since our last meeting (Feb. 14th) where Dan presented a PPT presentation for the 60th anniversary of the city, Mike asked Paulette to follow up with Dan and to further review the plan presented and determine a sponsorship amount. A second presentation was made by John Forsythe with the Pacific Symphony for the Bureau to become a sponsor of a concert in the park for July 27, 2013. Mike had requested Paulette to also follow up and work with John on details/sponsorship amounts for this concert. A motion to approve the request for sponsorship from the Bureau in the amount of \$25,000 for the city's 60th anniversary and \$10,000 for the symphony concert was made and approving this motion was made by Mike and seconded by Rob with no one opposing.

Executive Board Position Update-Paulette and Mike

With Phil Campanelli's departure as GM of the Hilton (and secretary of the Bureau), the Board has the executive secretary position open. Mike motioned for Rob to take the secretary position and Rob motioned for Charles to be the new secretary of the Board. Rob motioned for Charles to be the Bureau's secretary and was seconded by Mike with no one opposing this new Board executive secretary position.

Meeting adjourned 1:55 p.m. Dan offered the next meeting to be held at city hall, which is April 11th.